



**CITY OF CARMEL BY THE SEA**  
**DEPARTMENT OF COMMUNITY PLANNING AND BUILDING**

**APPLICATION FOR COMMERCIAL SIGN**

Fee \$150.00

Receipt \_\_\_\_\_

Date \_\_\_\_\_

Associated Permits \_\_\_\_\_

Application No. \_\_\_\_\_

Property Owner's Name \_\_\_\_\_ Phone \_\_\_\_\_

Business Name: \_\_\_\_\_

Mailing Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_ Fax \_\_\_\_\_

Street Location \_\_\_\_\_

Block \_\_\_\_\_ Lot(s) \_\_\_\_\_ Assessor's Parcel No. \_\_\_\_\_

\_\_\_\_\_  
Signature of Property Owner (required)

\_\_\_\_\_  
Date

*Individual to receive all correspondence and agendas regarding this application:*

Name of Contact \_\_\_\_\_ Phone \_\_\_\_\_

Mailing Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_ Fax \_\_\_\_\_

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Date

**ATTACHMENTS REQUIRED**

- |   |  |
|---|--|
| <input type="checkbox"/> Dimensioned, colored drawing                               | <input type="checkbox"/> Plot plan                           |
| <input type="checkbox"/> Letters dimensioned  | <input type="checkbox"/> Colors/paint samples                |
| <input type="checkbox"/> Scaled elevation of building illustrating sign location(s) | <input type="checkbox"/> Bracket design (hanging signs only) |
| <input type="checkbox"/> Material of Sign   | <input type="checkbox"/> Sign lighting (if applicable)       |

**EXCEPTIONS FROM SIGN STANDARDS**

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> More than one sign | <input type="checkbox"/> Unrelated/complex graphic | <input type="checkbox"/> Not Natural Material |
|---|--|---|

***For City Use Only***

Decision Maker \_\_\_\_\_ Action \_\_\_\_\_ Date of Action \_\_\_\_\_

## CITY OF CARMEL-BY-THE-SEA SIGN REQUIREMENTS

Review of all new signage is subject to the sign ordinance Municipal Code Section 17.36 adopted October 1998. Do not assume that the existing business signage is conforming to the current sign standards.

### OBJECTIVES

The City reviews signs to implement the adopted objectives and policies of the General Plan. This helps maintain the community's village character and natural beauty. To achieve these objectives, business signs should be:

1. Informative of the business name, use and location. The business name should be the primary focal point of the sign and any logos or graphics should be visually subordinate to the business name;
2. Simple in design; any creative graphic depictions should be related to the business use and in scale with the sign text;
3. Oriented toward the pedestrian, walking environment within the commercial district.
4. Compatible in design, color, size and scale to the business storefront, adjoining structures and surroundings; and
5. Made of permanent and natural materials such as wood, wrought iron, ceramic and stone. Signs painted or etched on glass, and signs made of plastics, fabric or imitation wood are discouraged.

### DEFINITIONS

Refer to the City's Zoning Code (Chapter 17.36.000) for regulations pertaining to signs. A summary of those regulations follows.

**Signs** – “Sign” means any object, structure, symbol, banner, streamer, letter, number, emblem, logo, color, display or light or any combination thereof which is intended to or does identify or attract attention to any privately owned property or premises or is intended to inform the public of sales, rentals, leases, or other activities.

**Business Sign** - "Business sign" refers to any interior or exterior sign which identifies the business name, a portion of the business name, or logo and is viewed from any exterior area accessible to pedestrians. There are four types of business signs allowed in the commercial district:

1. Exterior Wall Business Sign – Exterior wall business sign means a sign which is attached to a wall, fascia or window and only one side of the sign is visible.
2. Exterior Hanging Business Sign – Exterior hanging business sign means a sign which hangs from a bracket mounted to a wall or overhang. Both sides of the sign are typically visible to pedestrians and contain identical signs.
3. Exterior Monument Business Sign: Exterior monument business sign means a free-standing sign which is separate from adjacent buildings. This type of a sign is typically mounted on a post or solid base.
4. Interior Business Sign: Interior Business Sign is located within the interior of the business, visible from exterior areas accessible to pedestrians, and includes the business name or an identifying portion of the business name. (Business names and logos on merchandise are not considered signs.)

### **SIGNS REQUIRING PLANNING COMMISSION REVIEW**

1. More than one business sign requested.
2. Wall mounted business signs larger than six (6) square feet.
3. Hanging business signs larger than three (3) square feet.
4. Deviations from standard materials.
5. Unrelated, complex, or large scale graphics.
6. Interior signs which indicate the name of the business, are visible from the public right-of-way and are in addition to the primary business sign.
7. Any sign in the opinion of the Planning & Building Services Manager not meeting the sign objectives, design guidelines or Basic Standards for Administrative Approval contained in the Ordinance.

### **STANDARDS FOR INTERIOR SIGNS**

1. Affixed to a window: Maximum number of signs affixed to windows is six (6) with a maximum aggregate area of 100 square inches. The maximum letter size is one inch (1") with a maximum aggregate area of two square feet. Limited content.
2. 0' - 5' from the storefront\*: Maximum letter size is one inch (1") with a maximum aggregate area counting all signs of two square feet.
3. 5' or more beyond storefront\*: Maximum letter size is three inches (3") with a maximum aggregate area counting all signs of six square feet.

\* *Business name or identifying part of the business name are limited in area to 10% or less of each sign.*

### **STANDARDS FOR RESTAURANT MENU SIGNS**

In addition to a regular business sign, businesses are allowed to display one of two types of additional signage: contained within menu boxes (for restaurants) and take-away menus (for all food uses).

- A. Menu Box: A menu box is a permanently mounted architectural element on, or immediately adjacent to the business for displaying menus, awards, or daily specials in restaurants.
- B. Take-Away Menu Holder: A take away menu holder is a small, temporary or permanent container holding take away menus for free distribution to the public.

**PROPOSED SIGNS MEETING THE FOLLOWING STANDARDS MAY BE APPROVED  
ADMINISTRATIVELY BY STAFF WITHOUT PLANNING COMMISSION REVIEW**

**ADMINISTRATIVE STANDARDS FOR EXTERIOR BUSINESS SIGNS**

1. One business sign is allowed.
2. The maximum area of a wall mounted sign is six (6) square feet.
3. The maximum area of a hanging sign is three (3) square feet.
4. Calculation of Sign Area:
  - All faces of a multi-faced sign will be included in the calculation of area except for a double-faced hanging or monument sign in which case only one (1) face will be included.
  - For irregularly shaped signs, the calculated area is based on the smallest rectangle that wholly contains the sign.
  - Brackets or other attachments incorporating design elements that are descriptive or informative of the business use will be included as part of the sign area. Also included are vacancy / no vacancy sign riders for motel / hotel signs.
5. Signs must be located as close as possible to the business entrance and below the eave or parapet line of the building. Hanging signs must not project more than 30" from the face of the building. Hanging signs are to maintain seven feet of vertical clearance from the sidewalk for pedestrian travel. Monument signs shall not be mounted higher than three feet from the ground.
6. The design should be informative of the business name and use. Signs should be simple in graphic design; compatible with the design, color, size and scale of the business storefront, adjoining structures and surroundings; any graphic or pictorial representations must be in scale with the text on the sign.
7. Materials approvable by staff include only permanent, natural materials such as wood or wrought iron, ceramic or stone.

**STANDARDS FOR ADMINISTRATIVE APPROVAL OF SIGN LIGHTING**

Businesses open to the public during the hours of darkness shall be allowed limited exterior lighting to enable patrons to find and identify the business. The lights shall be turned off when the business is closed each evening.

- One incandescent (25 watts) or halogen (20 watts) is allowed per three square feet of sign area or for each side of a double faced hanging sign.
- Each light source shall be of the small, bullet type fixture painted to match surroundings; mounted to a nearby building element or incorporated into a support bracket but not designed or mounted to become part of the sign. The lighting shall be architecturally compatible with the building or mounted to be recessed or shielded or otherwise not readily visible to pedestrians. It shall also be aimed directly toward the sign but not toward the eye level of pedestrians or vehicles.

**CITY OF CARMEL-BY-THE-SEA  
SIGN APPLICATION  
INSTRUCTIONS AND INFORMATION**

No sign application will be accepted unless the following is submitted:

1. Fill out the sign application.
2. Attach to the application, on an 8-1/2" x 11" sheet, a dimensioned, completely colored representation of the proposed sign. Identify the outer dimensions of the sign and the size (height) of all letters. The representation should show the proposed color (s) as accurately as possible.
3. Paint chips of the actual color (s) of the sign shall accompany the application.
4. Attach to the application, on 8-1/2" x 11" sheets, an elevation and plot plan of the storefront showing the proposed location of the sign. A clear photograph can substitute for the elevation.
5. For hanging signs only: Submit a dimensioned design of the bracket or support for the hanging sign.
6. Pay the required fee.

**APPLICATION PROCESS**

1. Upon the submittal of the application and fee (\$150.00 per sign), business signs that meet the basic standards, including dimensional and numerical requirements, may be approved by staff.
2. Signs which request exception from the basic standards, or which are determined to be inconsistent with the objectives or the intent of the basic standards shall be reviewed by the Planning Commission.
3. All applications referred to the Planning Commission are scheduled for the first available Commission meeting. Prior to Planning Commission review, an agenda will be sent to you providing notice of the date of the meeting. Applicants are strongly urged to be present at the meeting to answer questions that may arise.
4. The Planning Commission action will be either (1) to approve the sign, (2) to deny the sign, or (3) to ask that the application be resubmitted with a revised design. Decisions of the Planning Commission to approve or deny the sign may be appealed to the City Council.

**WE ARE HERE TO ASSIST YOU**

Please call (831) 620-2010 or stop by the Department of Community Planning and Building if you have any questions.